



# CDC Respond in the Enterprise

CDC Respond is a market leading provider of enterprise complaints and feedback management software.

Our clients include:



With a distinguished customer base and a market leading product suite, CDC Respond is working with organizations to improve the customer experience, enabling them to build more profitable and sustainable relationships with their customers.

## Distinguished customer base

Across multiple industries, Respond has unrivalled experience of working with leading organizations to successfully deliver complaints and feedback management solutions.

## Drivers for complaints and feedback management

### Drive profitable growth

Complaints handled well can turn an unhappy customer into a loyal one, directly increasing retention rates, propensity to repurchase and ultimately the profit per customer.

### Increase customer satisfaction

Insight from complaints and feedback is used to understand and prioritize improvements in service delivery and ultimately drive customer satisfaction.

### Gain customer advocacy

Listening to customers through complaints and feedback and delivering to their expectations will drive customer loyalty. Loyal customers place their trust in the company's brand and through recommendation and repurchase help companies to improve their bottom line.

### Achieve compliance

Industry regulations and corporate governance mean that organizations have to prove they can handle complaints well, learn from their mistakes and deliver fair outcomes to their customers and employees.

### Improve efficiency

The cost of handling complaints is significant. Having a robust complaints management system in place is crucial to driving down the costs of handling complaints as well as providing greater process transparency and consistency.

Our customers have documented impressive results in productivity and return on investment:-

- **AXA Insurance** – Reduced complaints by 30% and increased customer satisfaction by 2%.
- **BA Holidays** – 90% of complaints are investigated and resolved within 14 days and the company can monitor more accurately the performance of their suppliers and the recovery of compensation payments from them.
- **Barclays Bank** – Rolled out the Respond solution to 32,000 employees including more than 26,000 of its front-line staff and, as a result, has seen substantial improvements in the number of complaints resolved at first point of contact and customer satisfaction scores increased by 5%.
- **Egg** – Reduced the number of employees required to handle complaints by 50% and uses customer feedback to drive product, service and process improvements.
- **Travelsphere** – Integrated Respond with their reservation system, ensuring complete visibility of data for all customer handling staff.



## CDC Respond's knowledge and experience

Respond's solution has been adopted by world-class organizations because it provides the leading platform for:

- Successfully managing customer complaints and feedback
- Empowering front-line staff to provide excellent customer service
- Dramatically improving the management of third party channels
- Enabling businesses to measure performance against corporate goals and industry regulations
- Intelligently enabling business practices to change in order to improve customer service, increase customer satisfaction, reduce churn, grow sales and protect brand value

## Demonstrable benefits

- Faster complaint resolution times – more than 95% of complaints resolved within 48 hours
- Greater number of complaints resolved at first point of contact
- Productivity gains through ease of management reporting – from 10 days to 2 minutes
- Improved customer retention rates
- Greater profitability per customer
- Root cause action plans resulting in improved supplier performance, clearer documentation and increased propensity to repurchase.

## What makes CDC Respond unique

- We are the leaders in complaints and feedback management software
- We have deep market, industry and regulatory knowledge
- We have dedicated teams focused on specific vertical markets
- We have an enterprise product suite that can meet your organization's complaints and feedback management needs
- We combine your strategic requirements with our industry knowledge and wealth of practical experience to ensure long term success of your complaints and feedback projects

“

We've recently grown our business which has had a dramatic impact on our workflow but Respond has meant that we've been able to improve our working practices to allow for the increased volume of feedback, and to handle that data in a consistent way.”

**Kate Downey,**  
Quality Manager,  
British Airways Holidays

**For more information, please contact: Martin Hall or Phillip Siu on (02) 8875 7500.**

**Praxa Limited A member of CDC Software Group**

**To find out more visit [www.praxa.com.au](http://www.praxa.com.au) or call us today on: T + 61 2 8870 7000 · F: + 61 2 8870 7222**

**Riverside Corporate Park, Level 1, 12 Julius Avenue, North Ryde NSW 2113**

### About CDC Respond

Respond is recognized as a market-leading provider of enterprise complaints and feedback management software. The CDC Respond solution provides organizations of any size with a scalable complaint and feedback management infrastructure. The CDC Respond suite of products enables organizations to improve the customer experience by extending customer service capabilities to front-line staff, while providing extensive management information to drive change and improve business practices. CDC Respond software is proven to deliver cost reductions, increased efficiencies and demonstrably improved processes, services, customer satisfaction and profitability.

**For more information visit: [www.cdcrespond.com](http://www.cdcrespond.com)**